## WHAT IS CLAIMED IS:

1. An image reading apparatus so configured as to render image data transmittable to a device via a predetermined network, comprising:

reading means for reading an image of a document to generate image data corresponding to the document image;

recipient designating means for designating a recipient to which the image data read by said reading means is sent via the network in response to a manipulation by a user; and

transmitting means for transmitting the image data read by said reading means to the recipient designated by said recipient designating means,

wherein said transmitting means serially sends plural image data corresponding to plural document sets read by said reading means to the recipient designated by said recipient designating means in a serial transmission mode of serially sending plural image data corresponding to plural document sets.

2. The image reading apparatus according to Claim 1, further comprising setting means for selectively setting either one of said serial transmission mode and an individual transmission mode of individually sending single image data corresponding to a single document set in response to a manipulation by the user,

wherein said transmitting means serially sends plural image data corresponding to plural document sets read by said reading means to the recipient designated by said recipient designating means if the serial transmission mode is designated by said setting means, and

wherein said recipient designating means designates the recipient to which the image data is sent via the network in response to a manipulation by the user with

respect to each image data read by said reading means, and said transmitting means individually sends said each image data read by said reading means to the recipient designated by said recipient designating means if the individual transmission mode is set by said setting means.

- 3. The image reading apparatus according to Claim 2, wherein said setting means includes initializing means for selectively designating either one of said serial transmission mode and said individual transmission mode in response to a manipulation by the user as an initialization item with respect to the image reading apparatus.
- 4. The image reading apparatus according to Claim 2, wherein said setting means includes an intermediate designating means for selectively designating either one of said serial transmission mode and said individual transmission mode in response to a manipulation by the user each time the image data is sent by said transmitting means.

5. The image reading apparatus according to Claim 2, further comprising operating means for allowing the user to enter an operation command to the image reading apparatus,

wherein said setting means includes switching means for switching over the transmission mode of the image reading apparatus between said serial transmission mode and said individual transmission mode in response to a manipulation by the user, and

wherein said switching means is provided in an operation area of the operating means, said operation area including an operation region different from a region for designating other items for transmission.

6. The image reading apparatus according to Claim 5, wherein said operating means is adapted to display an operation screen in correspondence to said operation region, and wherein said switching means is adapted to selectively display, in a title region of said operation screen, either one of said serial transmission mode and said individual transmission mode, as a currently operative transmission mode in the image reading apparatus.

7. The image reading apparatus according to Claim 1, further comprising user identifying means for identifying the user of the image reading apparatus among a plurality of registered users in response to a manipulation by the user.

wherein said transmitting means sends, after identifying the user by said user identifying means, plural image data corresponding to plural document sets read by said reading means serially to the recipient designated by said recipient designating means in said serial transmission mode.

8. The image reading apparatus according to Claim 1, further comprising user identifying means for identifying the user of the image reading apparatus among a plurality of registered users in response to a manipulation by the user,

wherein said recipient designating means stores information relating to said user and the recipient of the image data designated by said user in correlation to each other to allow the user to designate the recipient in correlation to the user identified by said user identifying means as the recipient of said image data.

9. The image reading apparatus according to Claim 1, further comprising:

user identifying means for identifying the user of the image reading apparatus among a plurality of registered users in response to a manipulation by the user, and

transmission completion notifying means for storing information relating to said user and the recipient of the image data designated by said user in correlation to each other to send a notification, to the recipient in correlation to the user identified by said user identifying means, indicative of completion of transmission of the image data, in response to transmission of the image data by said transmitting means.